



The tourism sector in Barcelona

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**The tourism
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Barcelona**

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In cooperation with
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Barcelona, a Mediterranean centre for innovation

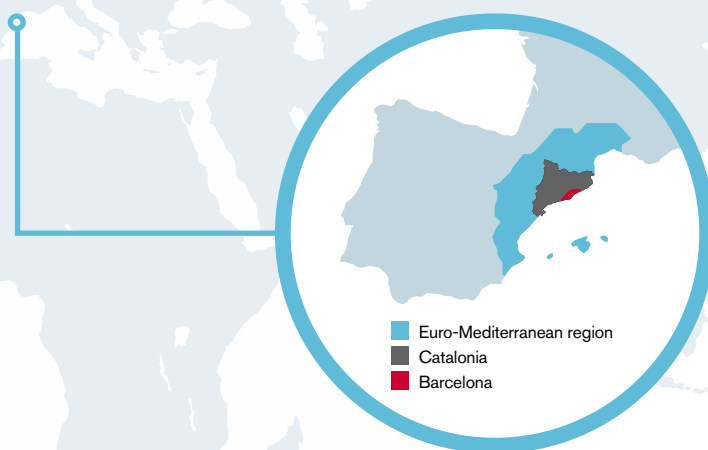
Barcelona, situated in the north east of Spain on the Mediterranean coastline, is one of Europe's largest metropolises and the centre of an extensive metropolitan region of more than 160 municipalities, with over 4.8 million inhabitants.

Barcelona is the economic, cultural and administrative capital of Catalonia, which leads an emerging area of economic activity in the south of Europe with 17 million inhabitants and more than 800,000 businesses. This Euro-Mediterranean region, which includes the Balearic Islands, Valencia, Aragon and the south east of France, is especially focused on new strategic sectors that are competitive and internationally orientated. It has consolidated its position abroad as one of the main metropolises in Europe.

With a longstanding industrial tradition and a well-established business sector, Barcelona offers a **very diversified economic structure**. The more traditional sectors live side by side with new emerging sectors, creating new clusters of knowledge that prioritise specialisation and competitiveness. They are focused on internationalisation and contribute to the dynamic and innovative economy of the city, driving Barcelona's strategic leadership in these fields.

Catalonia is home to more than **5,000 international firms** and received 106 projects in 2013, representing 30% of Spain's total.

Location



When we look at the distribution of gross value added according to branches of economic activity, in the case of industry, Catalonia's weighting is higher than any other autonomous region in Spain (23.6%) and with respect to services, it is second in terms of national gross value added generated.

The international economic activity of the area of Barcelona is especially driven by the city's Trade Fair, Port, Airport, the Zona Franca and Turisme de Barcelona Consortiums, Barcelona City Council and its new technology innovation districts.

Barcelona is well known for its quality of life. Creativity, cosmopolitanism and innovation are values associated with the city that make it very attractive to live in, work in or simply visit. It has a wide range of great restaurants, cultural and leisure activities, as well as a wide variety of hotels and an ideal climate. All of the above have made it into a competitive touristic city comparable to long-established destinations like Paris, Rome and London. In fact, the city is well positioned in international tourism, business and leisure rankings. For example, Barcelona is the 3rd top city in Europe and 10th in

the world in terms of number of visitors and spending by international tourism, and the 5th most visited city in Europe and 20th in the world.

Furthermore, in Catalonia, training in the tourism area stands out because of its quality and level of specialisation, guaranteeing the availability of qualified human capital.

Collaboration between Public Administrations and professional sectors has helped make Barcelona an attractive and competitive tourist destination. Encouragement and support for business initiatives to improve the development of the city's tourism activity are good examples.

More than
5,000
international
companies

In 2013

3rd
European
city in terms
of number of
visitors and
international
visitor spend

20th
most visited
city in
the world

10

reasons to invest in Barcelona

Barcelona has a wide variety of aspects that make it a really attractive place for living, working or doing business. Today, the city is a very interesting place for new economic activities. Some good reasons for investing:

01. Privileged location

Its location on the coast of the Mediterranean Sea, in the north east of Spain, just two hours by road from France and well connected to the main countries in Europe, makes it one of the preferred destinations for international investments in Southern Europe.

02. Easy to get to and well connected

Barcelona is the only city in Southern Europe boasting one of the largest ports of the Mediterranean, a high speed train station, an international airport, motorways connecting to the European network, the second largest trade fair of Europe and one of the largest logistics areas in the region, all along 5 kilometres of coastline.

03.

Motor for a large, diversified economic area

Barcelona heads a large economic area, with a longstanding industrial tradition and a well-established business sector. The city is committed to business and knowledge-intensive activities, especially advanced services.

Barcelona has a diversified economic structure and an interesting variety of companies and suppliers as well as potential customers or partners.

04.

Successful foreign investment

Catalonia has more than 5,000 foreign companies, 90% of which are located in Barcelona. Of all the foreign companies located in Spain, Catalonia is home to more than 50% of the total number of Japanese, Italian, North American, French, Austrian and Swiss companies, as well as those from other countries. According to the 2014 European Attractiveness Survey carried out by consultants Ernst & Young, Catalonia is one of the most interesting regions for investment and 85 projects were implemented in Barcelona, 38% of the total in Spain.

05.

Sectors that are strategic drivers

In Barcelona there has been an intense development of economic sectors linked to new technologies and sustainability which offer interesting business and investment opportunities in the ICT-Mobile sector, electric mobility and smart cities sectors.

In the city there are also plenty of competitive advantages and business opportunities in logistics and distribution, tourism, trade and the agro-food industry, for example.

06.

Focal point for attracting talent

Barcelona has well-trained human capital. 48% of the active population of the city work in knowledge intensive service activities.

Barcelona has specialists in a wide variety of fields. There are 8 prestigious public and private universities offering excellent graduate and post-graduate programmes in a wide range of areas. Furthermore, Barcelona is home to two business schools that are among the world's top 25.

07.

Ambitious city projects

The city is committed to constant improvement and projects with great opportunities for the future. That's why Barcelona, even during hard times, is always engaged in huge urban transformation, with significant public investment and great opportunities for private initiatives.

08.

'business friendly' entrepreneurial city

Barcelona has a longstanding business and commercial tradition and its citizens are enterprising, and they are open to doing business with people from other markets.

The city of Barcelona generates and attracts entrepreneurs and is consolidating itself as a European centre for the creation of businesses. According to the Global Entrepreneurship Monitor, the entrepreneurial activity rate in Catalonia is 6.6%, a figure that is higher than the Spanish average and that of other countries such as France, Germany, Italy and Finland.

09.

Excellent quality of life

Barcelona is one of the top 5 cities in terms of quality of life, according to UN-Habitat (State of World's Cities 2012-2013).

The cosmopolitan, diverse and welcoming spirit of Barcelona is shown by the fact that 17% of its residents are foreign nationals.

10.

A city brand that adds value

International studies and comparisons by independent consultants, focused on economic, social or cultural topics, have placed Barcelona at the top of many rankings, earning it international recognition and prestige.

The background of the slide features a low-angle shot of a street lamp on the left and a portion of a historic building with a curved facade on the right. The sky is filled with soft, white clouds. Two horizontal teal bars are positioned above and below the main text area.

The tourism sector in Barcelona

Over the last few years, tourism has made Barcelona into a top international destination. Today, Barcelona is a successful tourist city, enjoying wide recognition and excellent international evaluations. It is attractive for a wide variety of stakeholders.

Visitors that come to Barcelona have a wide **variety of profiles, origins and motivations**. Education, business, health, sport and research are just some of the reasons for visits to the capital of Catalonia. Barcelona is a **creative, vibrant, open and inspiring city**.

Barcelona is very well placed in the international rankings. According to the MasterCard 2013 Global Destination Cities Index, it is ranked **3rd top European city**, just behind London and Paris, and **10th in the world in terms of international visitors**. The 2011 Euromonitor International report ranked Barcelona **5th most visited city in Europe and 20th in the world**.

Similarly, Barcelona is the **5th most interesting city in the world for tourists**, according to Trip Advisor. The evaluation of visitors is extremely positive in the majority of aspects of the city. Areas that stand out are varied, such as life style, the range of culture, entertainment, its architecture and monuments, the hotel sector, the range of stores and restaurants, as well as an extensive range services and facilities in the trade fair, convention and congress sector.

Barcelona is well known for its **quality of life**. **Creativity, cosmopolitanism and innovation** are values that are also associated with the city. This means Barcelona continues to be an attractive **city for both working and living in**.

Barcelona has traditional and consolidated touristic icons that are well known abroad, such as **La Rambla, Parc Güell, the works of Gaudí and Ciutat Vella**; at the same time, a great number of places of interest are spread over the different districts of the city.

The 1992 Olympic Games left a legacy in terms of the image of the city and the large urban works that have been carried out since then. This has boosted the overall attractiveness of Barcelona and contributed to the fact that it continues to be one of Europe's cities that has grown most in terms of tourism in relative terms in recent years.

Today, Barcelona is a **competitive touristic city** which is comparable to destinations that



have a longstanding tourism tradition such as Paris, Rome and London.

It is estimated that in 2012, Barcelona received more than **27 million visitors**, making it a leader in areas such as congresses, cruises and city breaks.

Approximately half of the 27 million visitors are tourists staying a minimum of one night in the city at a variety of accommodation such as hotels, boarding houses, hostels, with family, etc., and the other half are day trippers that only spend a few hours in the city, but do not stay the night.

27
million
visitors

In 2012

More than **16**
million
overnight
stays

In 2013

(16,485,074)

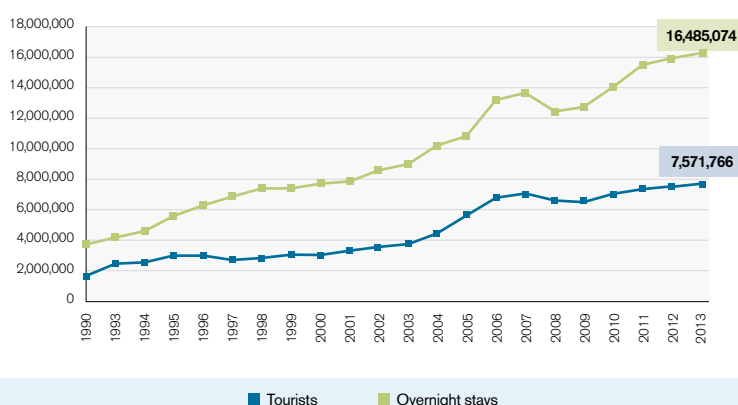
More than **7**
million
tourists
in hotels

In 2013

(7,571,766)

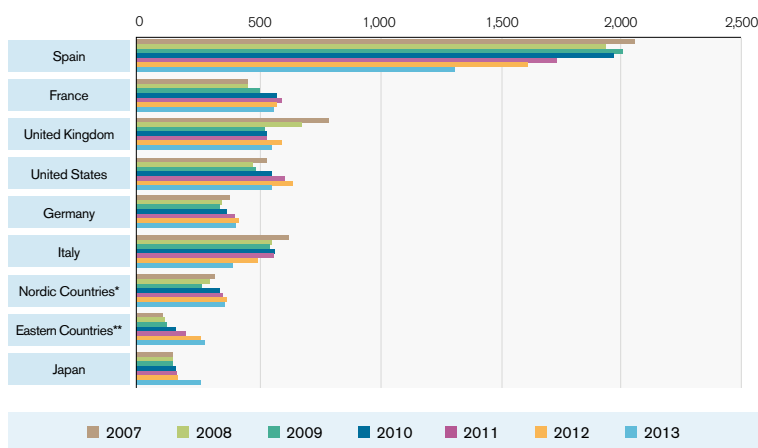
Tourists and overnight stays at hotels

Source: *Turisme de Barcelona*



Tourists at hotels by nationality (in thousands)

Source: Turisme de Barcelona



* Sweden / Norway / Denmark / Finland ** Russia / Poland / Czech Republic

More than
3
million
tourists visit
Barcelona's
provincial
regions

In 2012
(3,653,707)

37
million Euros
generated
in economic
impact a day

In 2012

In 2013, the hotels of Barcelona received 7,571,766 tourists (1.8% more than the previous year), which represented a total of 16,485,074 overnight stays (3.5% more than in 2012).

In fact, Barcelona is **ranked 4th in Europe** for **overnight stays** according to The European Cities Marketing Benchmarking Report 2012-2013.

Barcelona is also the gateway to an economic area that goes beyond the city boundaries, and which has 3.5 million inhabitants.

The **regions around the city of Barcelona** received a total of 3,653,707 tourists in 2012, 3.2% more than the previous year. The coastal regions of provincial Barcelona received the vast majority of the visitors (87%). Tourists staying in hotels represented 84% of the total, those staying overnight at campsites represented 14% and those that stayed in rural tourism accommodation made up the remaining 2%.

The importance of these figures is associated to another very important piece of data: tourism in Barcelona generates an economic impact of more than 37 million Euros across sectors including accommodation, commerce, eateries, transport and cultural facilities and leisure, as well as creating more direct jobs in

Catalonia than the chemical, financial, property development and automobile industries.

The multiplier effect of tourism on the economy of the city of Barcelona and the province is very significant: 25% of the impact affects sectors not directly considered as tourism.

In terms of demand, the variety of profiles is very wide, which helps reduce seasonality in activity during the week and throughout the year.

Tourism in Barcelona is characterised by a **wide variety of departure origins** and by its **international market** trends, which **has not stopped growing**: 80% of tourism demand comes from overseas markets (2013).

In 2013, the most significant markets were France (8.4%), United Kingdom (8.3%), United States (8.3%), Germany (6.0%), and Italy (5.9%), followed by Russia (3.1%) and the Netherlands (2.8%). And tourists are beginning to arrive from emerging countries (a significant increase in the Russian market and the beginnings of a Chinese market).

Another characteristic is the wide **variety of reasons for coming**: 50.6% of visitors come to Barcelona for holidays, 40.9% do so for professional reasons and 8.5% gave personal reasons (2013).

The management and promotion of tourism

The tremendous impact of tourism on the city means the **City Council** needs a strategy to manage tourism. This requires significant interdepartmental coordination to guarantee coherent tourism policies.

Barcelona City Council, through Barcelona Activa, has a Tourism and Events Department that looks after policies related to the management of tourism in the city. The objective is to maintain this sector's economic importance, improve citizens' quality of life, as well as promoting the city's attractiveness, new landings, loyalty to the city and events that might be economically interesting.

Barcelona City Council focuses on aspects such as geographical decentralisation, the development of tourism activities, the management of the affects of tourism (regulation and control),



and helping bring events to the city , principally within the framework of encouraging responsible and sustainable tourism policies.

Furthermore, the public-private **Turisme de Barcelona** Consortium acts as a tourism promotion agency for the city. This consortium, presided over by the Mayor of Barcelona, is made up by Barcelona City Council and the Chamber of Commerce, Industry and Navigation.

Turisme de Barcelona works towards attracting touristic activity to the city of Barcelona. Every year, around 200 promotional activities are carried out, selected according to market segmentation, by both country and tourist type.

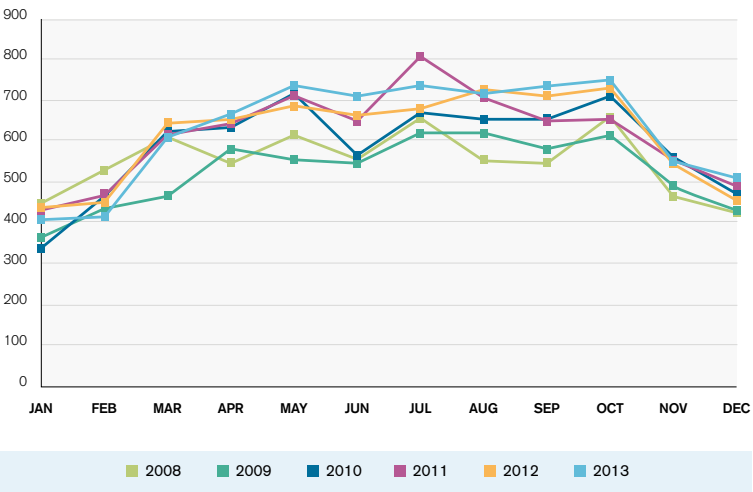
Turisme de Barcelona has different action programmes in which more than 800 companies participate, and these include: Barcelona Convention Bureau, Commerce and Barcelona Shopping Line, Barcelona Sports, and Barcelona Sustainable Tourism.

Moreover, the city's tourism board organises a series of tourist services, such as the Barcelona Bus Turístic and the Barcelona Card, both designed to help visitors get to know the city. As a result, it currently has a network of 20 tourist information points distributed around Barcelona offering services to millions of people that visit the capital of Catalonia every year.

Tourism in Barcelona is characterised by a wide variety of departure points and by sustained growth in its international market

Seasonality of tourists (in thousands)

Source: Turisme de Barcelona



An aerial photograph of Barcelona, Spain, showing the harbor filled with numerous sailboats and yachts. In the background, the city skyline is visible, including the distinctive spire of the Torre Agbar. The foreground shows a wooden pier with a walkway and railings. A large blue rectangular overlay is positioned on the left side of the image, containing the text.

8

reasons
to invest in
the tourism
sector in
Barcelona

01

Easy to get to and connected to other countries

Barcelona is well connected with the rest of the world by land, sea and air. Its location plays a decisive role, on the border with France and on the Mediterranean coastline.

Barcelona's new transport infrastructure has witnessed a real change in scale. Continued improvements to the airport and the port of Barcelona, and the arrival of the high speed train have changed the city's real dimensions, connecting it to emerging markets around the world and expanding its potential market.

The main form of transport used by tourists to come to the city is the plane, followed by the train, as indicated in the following table:

Barcelona and its hinterland are **well connected by air: Barcelona-El Prat Airport**



is located 12 km from the city centre in the town of Prat de Llobregat. Barcelona Airport can be reached by bus, train and taxi and public works to connect it to the underground network are at an advanced stage.

There are two terminals: T1 and T2, served by a free Shuttle Bus service.. Terminal T1 was opened in 2009 with a capacity for 30 million passengers a year. There is an extensive

35

million passengers use Barcelona Airport

In 2013

Means of transport used (%)

Source: Turisme de Barcelona

	1990	2000	2010	2011	2012	2013
Plane	61.4	68.4	75.8	75.7	74.4	76.1
Train	11.0	10.5	11.2	12.5	12.5	9.5
Car	22.8	15.0	8.4	7.3	7.4	9.4
Coach	2.8	3.8	3.8	4.3	5.5	4.7
Others	2.0	2.3	0.8	0.2	0.2	0.3



2.6
million
cruise liner
passengers

In 2013

20
km of quays
and moorings
for ferries and
cruise liners

shopping area in this terminal with more than 80 stores, restaurants and various entertainment services. Moreover, there are five car hire offices, 11,000 parking spaces, ATMs and bank branches.

In 2013, more than **35 million passengers** passed through Barcelona Airport, a 2% increase on the previous year.

In 2013, Barcelona-El Prat Airport offered more than **200 destinations, 29 of which are intercontinental**. Between January and November of 2013, intercontinental air transit exceeded 2 million passengers, 10.3% more than the same period for the previous year.

Girona-Costa Brava Airport is 100 km to the north of Barcelona, Reus Airport is 108 km to the south of the capital and Lleida Alguairé Airport is 150 km to the west. Sabadell Aerodrome, 24 km away, is mainly used for general aviation and pilot training.

Barcelona Port has consolidated its **position as Europe's and the Mediterranean's top port for cruise liners and the fourth in the world** respectively. At the same time, it is the turn-around port for some of the main cruise liner companies.

The port occupies more than 1,000 hectares and more than 20 km of quays and moorings.

It has **seven passenger terminals** with a capacity for mooring up to nine cruise liners at a time.

Ferries from the port of Barcelona have direct connections and regular passenger and vehicle services to Genoa, Rome, Sardinia, Livorno and Tangiers. There are two companies that operate the route between Barcelona and the Balearic Islands.

During 2013, more than **2.6 million cruise liner passengers and 1 million ferry passengers** used Barcelona Port facilities.

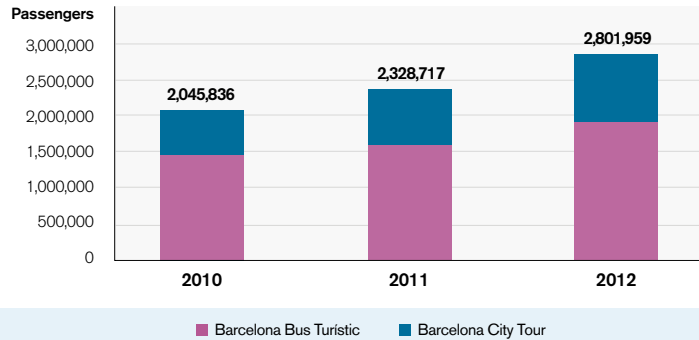
Barcelona has good **inter-urban rail connections**. It is linked to lots of towns and cities in Spain and the rest of Europe by way of an extensive network with various train stations. Currently, there are nine railway stations in the city.

Since 2008 the Spain's High Speed train fleet runs between Barcelona and Madrid (a distance of 659 km) in a time of 2 hours and 30 minutes. These trains travel at a maximum speed of 350 km/h and are operated under the AVE brand by Renfe, the Spanish railways authority.

In 2013, more than **3 million passengers used the Barcelona-Madrid service**, 15% more than the previous year.

BBT+BCT tourist bus trends

Source: Based on data released by Turisme de Barcelona and ATM



December 2013 saw the opening of the Barcelona, Girona and Figueres line connecting Barcelona with the French TGV system. This completed a long-awaited connection with France and it is currently possible to travel from Barcelona to Paris in 6 hours and 30 minutes.

Just as important is the **road connection by coach**. Barcelona has 10 regular international services, 12 inter-city, long distance routes (within Spain) and 17 inter-urban routes (within Catalonia). There are three bus stations in the city: Barcelona Nord, Barcelona Sants and Fabra i Puig.

Extensive internal transport network

Barcelona and its hinterland have an excellent **urban public transport network**. The Integrated Tariff System, which allows users to combine different forms of transport on only one ticket, covers 253 municipalities.

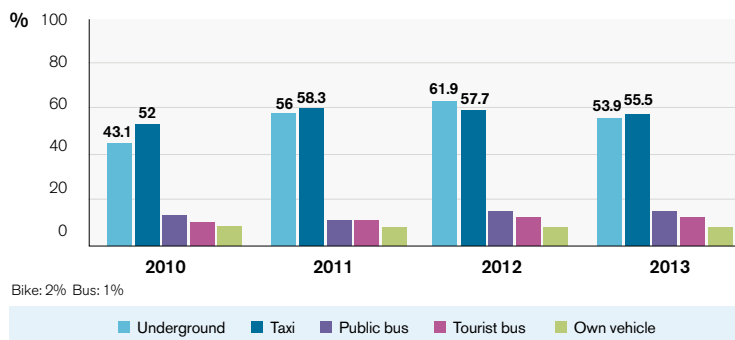
This city is connected by an extraordinary underground urban train network. There are eight **underground** lines, which cover more than 100 km and 140 stations. These are complemented by three urban lines operated by **Ferrocarrils de la Generalitat**. The underground, which is the main transport system used by tourists, and the local railway system provide connections to other nearby towns in Catalonia.

The city's **tourist bus** service covers five routes around the city. It has been given a rating of 8.6 out of 10 by users. Currently, there are two companies operating this service: **Barcelona Bus Turístic and Barcelona City Tour**.

The **public bus network** has more than 1,000 vehicles that connect all Barcelona's districts. These vehicles are adapted for passengers with reduced mobility.

Internal mobility of tourists staying at hotels

Source: Turisme de Barcelona



The city also has a modern **tram** service that is accessible and ecological, which helps create a more sustainable traffic flow. There are six tram lines: three on the Trambaix route (to the different towns in Baix Llobregat) and three on Trambesòs route (to Sant Adrià de Besòs).

In Barcelona there is a fleet of 11,000 **taxis** and 10 taxi radio services.

Furthermore, in the city there are other **unique forms of urban transport** providing specific services. These include Montjuïc's Funicular, Tibidabo's Funicular, Golondrinas, Portbus, Montjuïc's cable car, Tibibus, Tramvia Blau and the Port's cable car.

It is also possible to hire a variety of private forms of transport such as motorcycles, scooters and other electric vehicles, bicycles and small cars, horse-drawn carriages, helicopters and light aircraft.

More than **3 million** passengers used the **Barcelona-Madrid high speed line**

In 2013

02

Range of tourist accommodation: lots of high quality places to stay

Barcelona has a wide range of modern hotels to offer visitors: hotels, aparthotels, boarding houses, youth hostels, residences for students and housing for touristic use.

The city's hotel sector offers a variety of categories, hotel locations and services. It is possible to find classic, modern and minimalist hotels with their own distinct style, equipped with the latest technology for business clients, leisure facilities (gyms, spas, etc.), and hotels for family holidays. These all offer a highly professional and friendly service that means guests want to return.



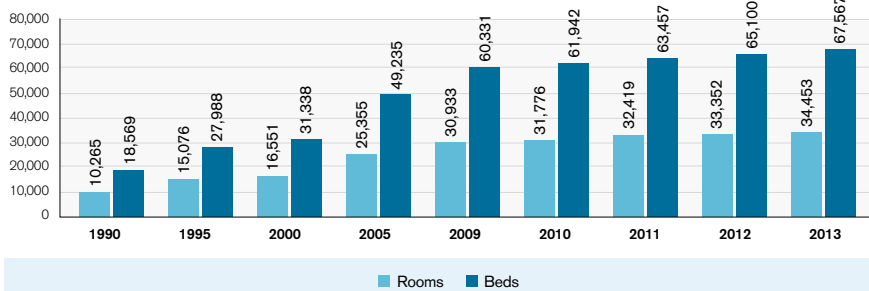
Since the nineties, the **hotel sector** has not stopped growing. In just under twenty years, the number of beds offered has more than tripled, increasing from 20,000 to 68,065 in June 2014.

The majority of this accommodation is located in the city centre: Ciutat Vella and Eixample districts. The range of hotels in the remaining districts of the city is increasing thanks to the city's excellent public transport system as well as a growing visitor interest in discovering other areas of Barcelona.

In Ciutat Vella, Barcelona City Council has passed new policies to limit tourism growth with urban planning conditions to guarantee a balance between touristic activity and residents' needs and to prevent any deterioration in the quality of life for locals.

Hotel accommodation offer

Source: Guild of Hotels and Turisme de Barcelona



369
hotels in
the city

June 2014

68,065
hotel beds

June 2014



More than **40,000**
beds in
housing for
touristic use

June 2014

67.9% of hotels belong to national chains, 23.3% are independents and 6.7% form part of international chains.

The average stay of tourists increases year after year. In 2013, the average stay in hotels was 2.18 nights, 1.87% more than in 2012 and 3.81% more than in 2011.

Regarding other accommodation, in June 2014 there were **84 hostels**, with a total of **7,657 beds** and **9,612 dwellings for touristic use** with approximately 40,000 beds available in Barcelona.

Housing used for touristic use is an increasingly complementary option for those visiting the city, making use of local services like any other resident.

In 2013, the province of Barcelona, not including the capital*, had an **overall offer of 1,213 tourism establishments and 111,215 beds**, distributed across the geographical area covered by three local tourism brands called Barcelona Coast, Barcelona Countryside and Barcelona Pyrenees. The destinations in the Barcelona Coast area make up 80% of the total.



7,657
beds in
84 hostels

June 2014

Hotels by category (june 2014)

Source: Guild of Hotels and Turisme de Barcelona

Category	Hotels	Rooms	Beds
5***** GL	16	2.937	5.825
5*****	10	1.736	3.412
4**** S	22	3.004	6.118
4****	137	15.659	30.942
3***	114	8.067	15.471
2**	36	2.014	3.896
1*	34	1.286	2.401
Total	369	34.703	68.065

(*) Brand Barcelona corresponds to the Barcelona area.

03

A city for trade fairs and congresses

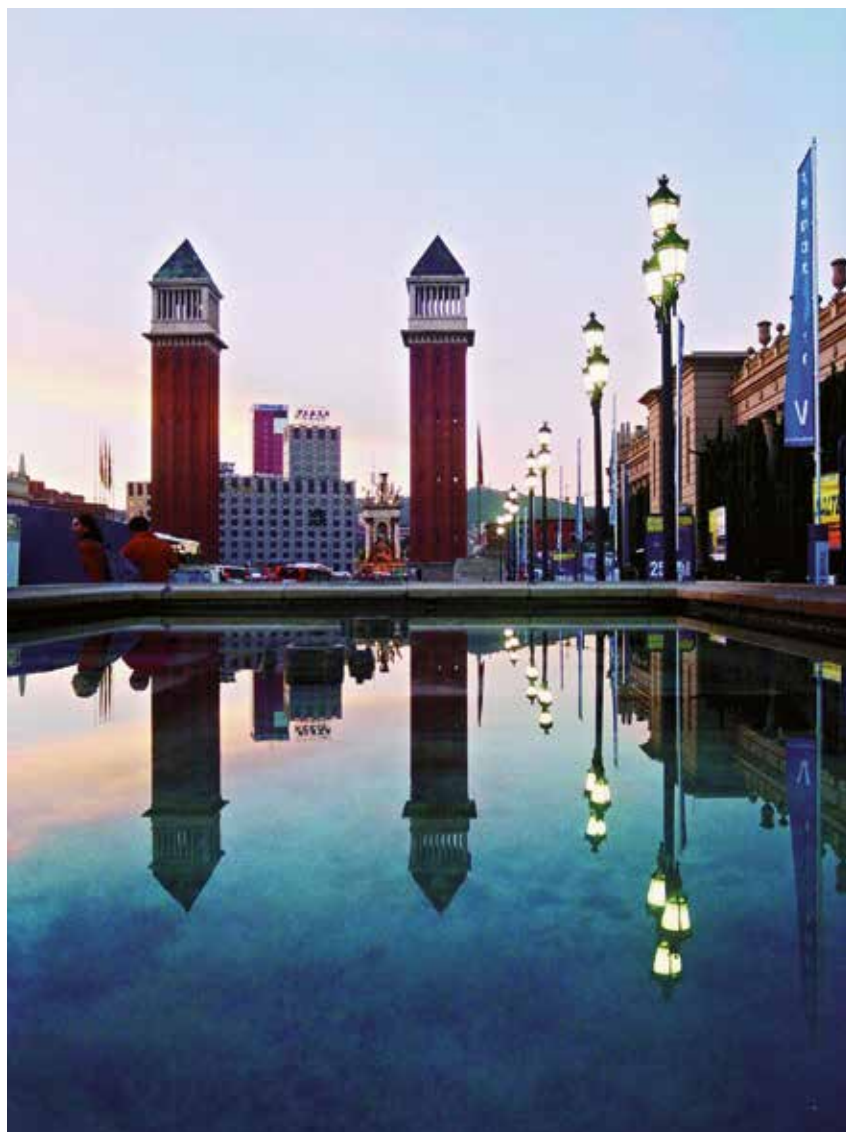
Barcelona is placed in the top positions of the international rankings for business tourism. According to the International Congress and Convention Association (ICCA), Barcelona is ranked 1st in terms of number of delegates and 3rd for number of international congresses organised during the period 2008-2012.

Barcelona City Council has specialised in attracting large congresses, even setting up agreements with other cities to present joint candidatures to hold events alternatively in both cities.

In 2013, Barcelona held 2,039 meetings, of which 74% were international, with the attendance of 583,956 delegates, 83% of whom were foreigners.

Mostly, it is conventions that are held (81%), followed by congresses (10%) and the remaining (8%) are workshops and courses. 53% of business tourism overnight stays are due to conventions and incentive travel, 44% come from delegates at congresses and 3% are business tourists for workshops and courses.

Barcelona holds large congresses that have significant attendance figures and an interna-



tional impact, like the Mobile World Congress, which attracts 85,000 participants, or the EIBTM trade fair for the meetings industry with an attendance of over 20,000.

In order to meet the constant demand for information and advice, Turisme de Barcelona has a specialist programme called **Barcelona Convention Bureau (BCB)**, which adapts to the needs of organisers of congresses, conventions, incentive trips and all types of meetings and large events.

Venues for trade fairs and congresses

Fira de Barcelona-Montjuïc

With nearly 100 years of experience behind it, Fira Barcelona is Spain's top trade fair for industrial and professional trade shows and one of the top five in Europe. Fira de Barcelona is a

2,039

meetings held
in Barcelona

In 2013
(74% international)



85,000
participants at
Mobile World
Congress

In 2014

3
large
convention
centres
located in the
main areas
of economic
activity
in the city

crucial infrastructure for holding events in the city. In addition to the management of the venue, Fira de Barcelona's technical team is part of the city's overall strategy related to attracting events.

The Montjuïc-based halls cover a surface area of 224,000 m² and boast optimum facilities and services to hold more than 60 exhibitions and shows a year. **Palau de Congressos de Barcelona** is in the same area and specialises in the management and organisation of meetings and congresses. Its extensive logistical capacity allows this facility to hold international congresses for more than 25,000 attendees.

Fira Barcelona-Gran Via

The Fira Barcelona-Gran Via area is one of the largest and most modern trade fair venues in Europe. With an exhibition area of 198,500 m² distributed among 8 halls and parking for more than 5,000 cars.

Gran Via Convention Centre is located in hall 8 on two 13,000 m² floors. It's equipped with flexible multi-spaces for conferences, with a capacity for between 100 and 3,000 attendees, allowing a variety of events to be held there. The centre offers all necessary operational and logistical support to organise any kind of event.

Barcelona International Convention Centre (CCIB)

CCIB is made up of the Convention Centre and Forum Auditorium which are connected

by an underground walkway and integrated into the Diagonal Mar area, which is the city's new seashore area, in the 22@ district.

CCIB has held more than 600 events with 2,800,000 delegates. It has been the setting for significant events like the Euromediterranean Summit, IUCN's World Conservation Congress, and the EuroPCR Cardiology Congress, and it has held events for local and large international corporations.

Palau de Congressos de Catalunya

Located on Avinguda Diagonal in Barcelona and surrounded by the magnificent gardens of the Hotel Rey Juan Carlos I, Palau de Congressos de Catalunya has 35 rooms and an auditorium with a capacity for 2,027 people, a 2,050 m² exhibition hall and areas for banquets with a capacity for up to 3,000 people.

Furthermore, the majority of the hotels in the city have meeting rooms to hold events and conventions.



04

Competitive human capital

In Catalonia, the teaching of tourism stands out because of its quality and level of specialisation and guarantees the availability of qualified human capital. The extensive range of levels and types of qualifications on offer means there is a variety of training for different profiles and professional categories. This offer is geographically distributed into the four provinces of Catalonia that are closer to some of the main touristic areas.

Currently there are two levels of regulated education: vocational training and the university offer of official degrees and masters. This offer is complemented by other types of unregulated education. At a university level there are doctorates and unofficial qualifications, all relating to tourism.

University education

Barcelona has a wide range of official university degrees and masters adapted to the university education structure of the European Higher Education Area (EHEA).⁽¹⁾

For the year 2014-2015, nine Catalan universities are offering more than **ten official degree qualifications**. One of them is even offering the option to study online, thereby providing access to the material from any geographical location via the internet. All of these degrees include, within their study plans, core or optional subjects focused on one or more foreign languages, as a key skill to improve the competitiveness of future professionals in the tourism sector.

As for official masters, Catalan universities offer more than ten qualifications related to tourism. In this case, courses that stand out are related to business or facilities management, innovation in management, and specialisations in different tourism typologies, such as cultural or sport-related tourism.

On page 31 of this publication there is a list of the main universities in Catalonia that offer official degrees and masters in the area of tourism.

Vocational training

With regards regulated vocational training, the offer includes post secondary and tertiary training cycles which focus primarily on the practical part of training. Furthermore, there are early stage professional qualification programmes and other types of privately run courses on topics relating to tourism.

Vocational training offers tracks with different viewpoints of the tourism sector

⁽¹⁾ The European Higher Education Area (EHEA) has been created in accordance with some principles of quality, mobility, diversity and competitiveness, and focused on two objectives: on the one hand favouring the increase of employment in the EU, and on the other, the conversion of the European higher education system into a focal point of attraction for students and professors from other parts of the world. Degrees and masters replace the previous diplomas and licentiates naming system.

20

official degrees and masters relating to tourism are taught at Catalan universities

05

Tourism: opportunities in different sectors of the business

Barcelona charms because of its wide-ranging gastronomy, its culture and entertainment; its wide variety of hotels and enviable climate are also contributing factors. Barcelona also has differentiating aspects that make it special and unique in areas like sports and healthcare.

Barcelona is diverse because it is made up of many Barcelonas; these are the historic centres of the districts of the city, ancient towns that were annexed just over a century ago but which still conserve their identity and are the backdrop for the rich life in the districts.

District tourism plans

In 2013 Barcelona City Council developed district tourism plans involving creating a 'new tourism map' of Barcelona with a full list of places of interest. The objective was to reduce tourism concentration at key sites in the city.

This represents an innovative process in which the public sector aims to identify **new business opportunities** so that companies involved in the tourism sector can take advantage of them and invest in the development and exploitation of new tourist attractions.



The cultural sector

Barcelona has a longstanding cultural and artistic heritage dating back more than 2,000 years. The city has a wealth of culture, architecture and monuments ranging from Roman ruins to the most daring trends in contemporary art. The numerous cultural activities organised in the city provide the basis for lots of tourism initiatives, many involving new technologies.

Barcelona has lots to offer in terms of music, with all genres covered. The main auditoriums are the Gran Teatre del Liceu, Palau de la Música Catalana, and the Auditori, the home of the of Barcelona Symphony and Catalonia National Orchestra (OBC) and the Museu de la Música. Throughout the year there are more than 140 festivals, including the highly-renowned **SÓNAR** and **Primavera Sound**. Both work intensively to complement their musical offering with a professional programme that is also commercially focused.

Theatre also plays an important role in Barcelona's cultural scene. La Ciutat del Teatre, Barcelona Teatre Musical, Teatre Nacional de Catalunya and the Grec Festival de Barcelona, the city's summer treat, have helped increase the amount of theatre on offer in Barcelona all year round.

The district tourism plans highlight the cultural and heritage sites of the different districts of the city

More than **140**
music
festivals a year



5

km of beaches
in Barcelona

40

marina ports
along
the 580 kms
of Catalan
coastline

(4 marina ports are in Barcelona)



The maritime sector and nautical tourism

One of the biggest attractions of the city is the sea. Barcelona is the only European capital that has close to **5 km of beaches** that are wide and shallow with fine golden sand and clean water, with all the necessary equipment and services (including Wi-Fi) and well communicated with the centre via the public transport network.

In 2014, **9 city beaches** were awarded coveted Blue Flags by the Foundation for Environmental Education in Europe (ADEACFEEE) which certifies the **environmental quality** of the beaches and assesses the cleanliness of the water and the sand, ease of access, services and signage, as well as carrying out



campaigns and activities for environmental education. Today, Barcelona has the best urban beaches in the Mediterranean. In 2012, around 3,7 million tourists enjoyed the beaches of Barcelona.

In the city of Barcelona there are **four marina ports**: the oldest is the Royal Maritime Club and the Royal Nautical Club, located at the Moll d'Espanya, at the end of La Rambla; Marina Port Vell is in the old fishermen's harbour; Port Olímpic and Port Fòrum are the most recent additions to be incorporated into the urban coastline. Along the **580 kms of Catalan Coastline** there are **more than 40 marina ports**, and this offers a variety of opportunities to develop economic activities based on nautical tourism.

The sports and healthcare sector

Barcelona is a leader in the areas of sports and healthcare thanks to the quality of its facilities, the prestige of its professionals and the city's good internal communications.

The possibilities for **holding sporting events** are uncountable: football stadiums, athletics tracks, a velodrome for cycling, riding centres, ice skating, Olympics size swimming pools, urban sports and maritime routes, etc. In fact, Barcelona is **ranked second** out of **50 cities**, according to the latest **2013 Sports City Index** developed by an entity called 'Around the Rings' in collaboration with the Swiss consulting firm TSE Consulting, which analyses capacities to hold large sporting events, sports facilities, cities' active populations and their healthiness. London occupies first place.

These facilities are complemented by others from towns near the city: the Olympic Canal in Castelldefels, where rowing and canoeing can be practiced; the Centre d'Alt Rendiment Esportiu (CAR), [High Performance Centre for Sports] in Sant Cugat del Vallès; the Barcelona-Catalunya Circuit in Montmeló; golf courses in the surrounding areas and many more options.

Skiing can be practised in Catalonia at the winter resorts located in the Pyrenees which have quality facilities for both alpine skiing as well as Nordic skiing. The majority of these resorts are within 2 hours of Barcelona.

Barcelona offers excellent healthcare services that attract many visitors all year round. Catalan medicine enjoys **prestigious international recognition** and has been a **pioneer** in many scientific fields, such as kidney transplants, eye surgery, oncology, thoracic and cardiac surgery and also in innovative plastic surgery techniques and orthopaedic surgery.

Barcelona Medical Centre is an association that promotes Barcelona as a medical tourism destination. It is the result of the will and effort of the most accredited medical centres in Barcelona, committed to a project of corporate social responsibility.



Commerce

The Catalan capital has the **longest outdoor shopping area in Europe with a length of 5 km**, which structures the whole city centre. Barcelona, with a selection of 35,000 stores, boasts one of the best commercial streets in all of Europe. The Globe Shoppers Cities Index 2011, prepared by The Economist Intelligence Unit, ranks Barcelona as the second most attractive European city for shopping for international consumers.

The **19 outdoor commercial centres** in Barcelona offer a range of retail including traditional shops that have family-business origins, large international brands and innovative commerce.

Eateries

The Catalan capital is in the international spotlight because of its restaurants and big name chefs, and this has helped it become the first non-French city to be distinguished as 'Gourmande' and hold the vice-presidency of the 'Délice Cities' network of gastronomy cities. Proof of this is that Barcelona's restaurants have a total of **20 Michelin Stars**.



35,000
shops in
Barcelona

5
km from
the centre of
the city, the
largest outdoor
shopping area
in Europe

06

Promoting economic activity

The collaboration between Public Administrations and the private sector has contributed to making Barcelona an attractive and competitive tourist destination. Encouragement and support given to business initiatives to improve the development of tourism activities in the city are good examples of this.

Tourism dynamics have influenced the city's economic growth significantly thanks to significant connections existing between the city's different economic sectors and tourism. It is undeniable that this benefits a wide segment of the population, whilst also having a significant cultural dynamic, given that it helps highlight a wide diversity of local resources and patrimony.

The attractiveness of Barcelona's tourism drives new accessibility infrastructure growth and improvements to services that make urban life easier, both for residents and for visitors. The city's attractiveness for talent, its creativity and innovation are both a result and at the same time a cause of the touristic interest that Barcelona generates.

A series of actions are being promoted by the Department of Economy, Business and Employment for the City Council of Barcelona, aimed at favouring the development of tourism in the city.



Promoting entrepreneurship and professionalism

Support is provided for the creation of companies in the tourism sector, thanks to a project to promote entrepreneurship, run together with the business services offered by the Business Support Office (OAE) of Barcelona Activa.

A variety of programmes are organised together with **Barcelona Activa** covering business orientation, training, professional preparation and the promotion of employment in the tourism area. Courses dedicated to technology and applications aimed at tourism professionals in the Cibernarium are especially well received.

Supporting industry

Supporting industry is about facilitating processes and advising companies that offer tourism products or services in order to promote excellence in the management of tourism companies, especially with regard to their relationship with the administration.

Barcelona City Council, through its different programmes, provides support for the development of economic activities relating to tourism

The **Guild of Hotels of Barcelona** offers permanent intermediation with the districts in processes relating to their local business activity. There is also a close-knit relationship and communication with the professional associations in this sector such as **the Association of Tourist Apartments (APARTUR)**, **the Catalan Association of Tourist Boarding Houses (ACATUR)** and **the Catalan Travel Agency Association and the Catalan Union of Specialist Travel Agents (ACAV-UCAVE)**.

These professionals, that organise and associate with each other to improve the sector, help promote the city, together with the administrations, to make it a competitive, tourist destination through their business projects.

It is also worth mentioning collaborative business projects joining **ICTs and the tourism sector**, in the following initiatives:

- Joint initiative with Mobile World Capital to promote the MTourism programme to link the cultural tourism sector to new technologies companies.
- Coordination between IMI and Strategic Sectors' management.
- Collaboration with Fòrum TurisTIC organised by Bdigital as part of the International Tourism Fair of Catalonia (SITC) framework.
- Advisory services for a variety of business and entrepreneurial projects.

Impact on employment

In recent years, economic activities relating to tourism have become more important in the city's economic model, both in relative and absolute terms. These activities include both **classical accommodation and other hospitality services for visitors**, as well as many others **linked to transport and other activities that visitors do during their stays**, whether they are related to basic consumption, like spending at restaurants, on entertainment, shopping, rentals or visits to cultural centres, for example.

The latest available data, corresponding to the end of 2013, shows that of the 970,000 employees registered with the Social Security, around 72,000 (7.7% of the total) are employed in the hotel and restaurant sector.



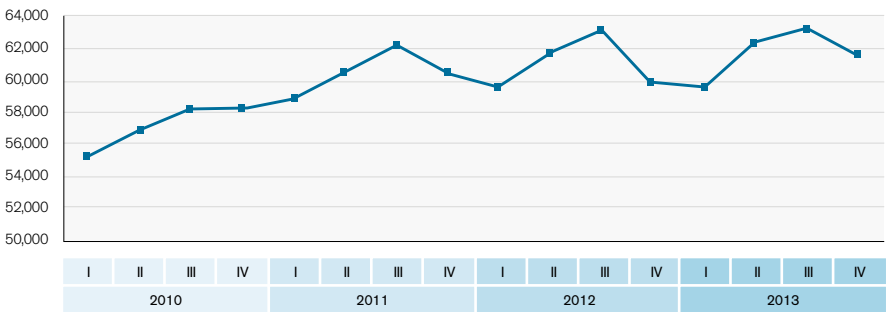
ICTs and tourism, a new area of activity that already has a variety of business projects underway

72,000
registered Social Security members in the hotel and restaurant sector

In 2013

Registered Social Security members in the hotel sector

Source: Department of Business and Employment. Generalitat of Catalonia





Charter of Responsible Tourism, signed by Barcelona City Council, ITR and UNESCO in 2010

07

Responsible and sustainable tourism

Responsible Tourism means positioning the city as a leading tourist destination that is innovative in terms of responsibility and sustainability. It implies making sustainability a tourism product in itself and something that differentiates the city's tourism model.

On December 20, 2010, Barcelona City Council, the Institute of Responsible Tourism (ITR) and UNESCO signed a **Charter of Responsible Tourism**. This publicly recognises the need to move towards a new model for tourism development based on the principles of sustainability, cultural diversity and social responsibility.

This commitment taken on by Barcelona City Council to direct the city's tourism activity towards a sustainable development model led to further collaboration with the Institute of Responsible Tourism (ITR) and this resulted in the city being awarded **Biosphere World Class Destination certification**, in accordance with Global Sustainable Tourist Council criteria (GSTC), in June 2011.

The implementation of this Sustainable Tourism System in Barcelona meant working with a concept of sustainability in tourism in a more global, integrative and transversal way, and this in turn meant there was a need to involve different areas of municipal management and other entities related to tourism in the city.



'The vision for Responsible Tourism in Catalonia 2020: the Barcelona declaration' was signed in October 2013, in which public and private sectors involved in tourism agreed on the criteria, directives and commitments to be implemented in the development of the sort of tourism captured by the slogan 'best places to live, best places to visit', which involves analysing the local resident, the environment, and citizens in transit.

Barcelona promotes actions that have an impact in the areas of tourism management



and strategy, the social and economic development of the destination and the local community, as well as in the conservation and improvement of cultural heritage and the preservation of the environment.

Introducing sustainability into tourism sector organisations is of strategic interest because **sustainability has to be seen as an element of competitiveness** the city and its businesses.

Tourism is a very important activity for the city and every day it is increasingly evident that the latest changes in which we are immersed (technological, social, economic, environmental, etc.) could represent an opportunity for sustainable tourism within the framework of **smart cities, a concept that encapsulates sustainability, quality and technology.**

The challenge for any company in the tourism sector will be to develop by focusing on resources, creating value for all those involved, and preserving the essential values of the region.

Without a doubt, sustainability will be the new quality standard for the next ten years, meaning those businesses that do not embrace this aspect will lose competitiveness.

The 2013 Barcelona Declaration unites the public and private sectors in a commitment to develop Responsible Tourism

08

Barcelona, at the heart of an area of great touristic interest

Barcelona is one of the main urban tourist destinations in the world. Its ability to attract tourism is a driver for a much larger area and this contributes to its development. Barcelona has to carry out the role of capital of Catalonia and the Mediterranean. For visitors, Barcelona represents a variety of tourist attractions and sites that can be visited from wherever the tourist is staying.

Barcelona's area of influence has a rich collection of tourism elements that make it a powerful international leader with excellent infrastructure that also provides services to a wider area.

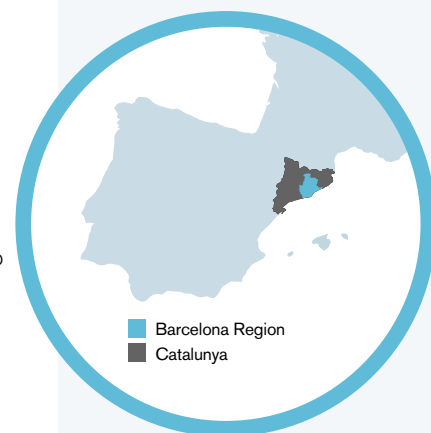
But Barcelona is much more than the city. The province of Barcelona offers a world of possibilities to enjoy leisure activities, culture and nature. **Barcelona Coast, Barcelona Countryside and Barcelona Pyrenees** are the **three tourism brands** used in the wider province of Barcelona which has eighteen tourism areas including sea and beaches, inland countryside, art and cultural heritage, and enotourism, as well as the rich history of an important industrial past, of traditions, commercial activities, and more.

Barcelona is a valuable asset in terms of tourism and for this reason there is a lot of effort being put into mutual collaboration between the city and the wider area it influences, based on a **win-win** approach that can be beneficial for both parties.

From a customer-orientated perspective, which is understood well by tourism business owners in the city, further efforts are being made to develop the competitiveness of Barcelona's tourism.

Brand Barcelona Coast, which takes in the regions of Maresme, Baix Llobregat, Garraf and Alt Penedès, is an opportunity for the future for the city to continue building **Destination Barcelona** together with Public Administrations, tourism promotion consortiums and the private sector.

The province of Barcelona has 18 touristic areas



Barcelona, 18 touristic areas and much more

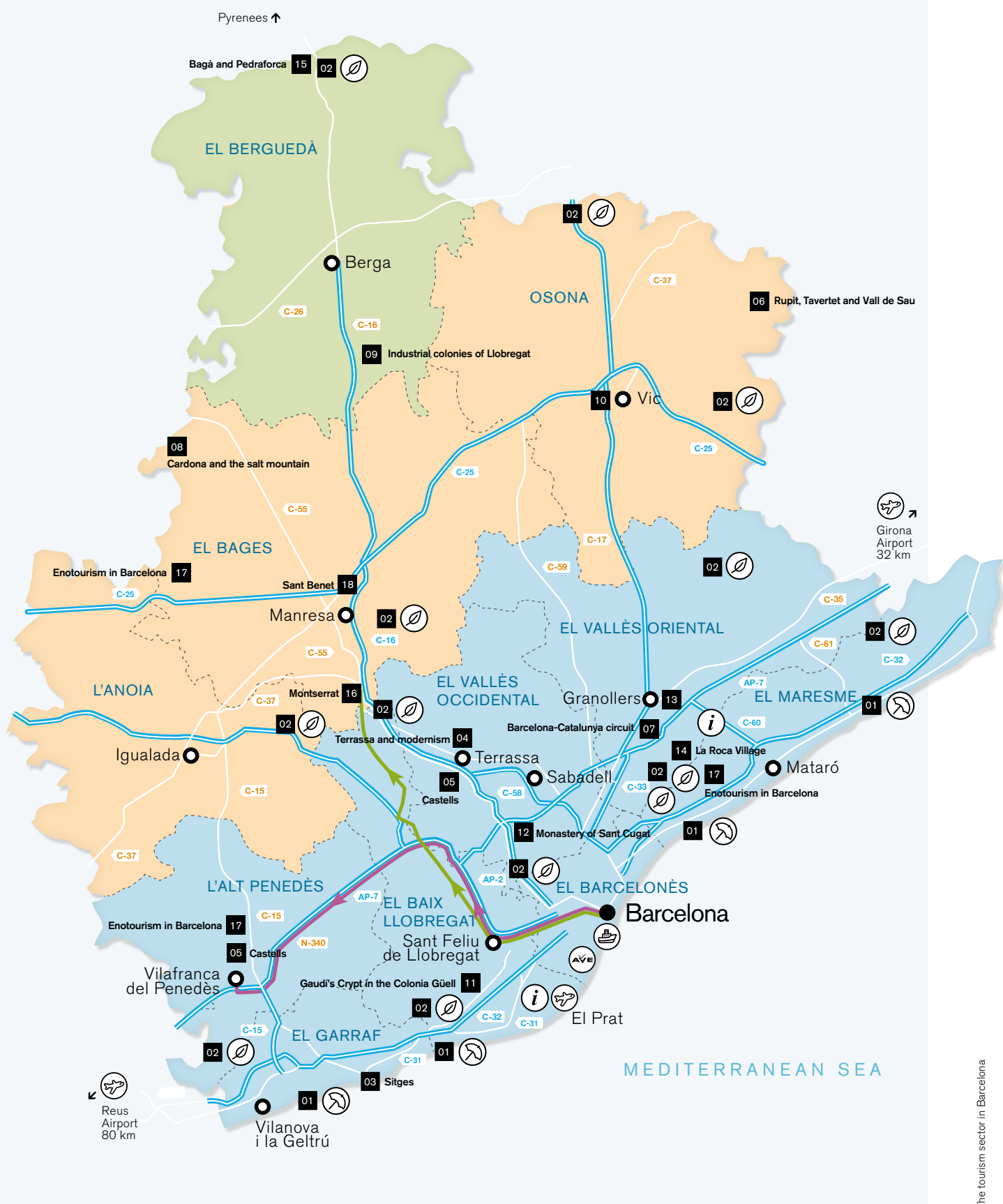
- 01 Beaches of Barcelona Coast
- 02 Nature parks
- 03 Sitges
- 04 Terrassa and modernism
- 05 Castells
- 06 Rupit, Tavertet and Vall de Sau
- 07 Barcelona-Catalunya circuit
- 08 Cardona and the salt mountain
- 09 Industrial colonies of Llobregat
- 10 Vic
- 11 Gaudí's Crypt in the Colonia Güell
- 12 Monastery of Sant Cugat
- 13 Granollers
- 14 La Roca Village
- 15 Bagà and Pedraforca
- 16 Montserrat
- 17 Enotourism in Barcelona
- 18 Sant Benet

- Barcelona Pyrenees
- Barcelona Countryside
- Barcelona Coast

- Nature park
- Information office
- Airport
- Port
- Beaches

Routes of Catalonia Bus Turistic:

- Montserrat and the Güell Colony of Gaudí
- Wine and cava



Links of interest

Turisme de Barcelona - Statistics

<http://professional.barcelonaturisme.com>

Provincial Council of Barcelona - Barcelona is much more

www.barcelonaesmoltmes.cat

Barcelona Port

www.portdebarcelona.cat

02. Regional authorities

Directorate General of Tourism - Generalitat of Catalonia

www20.gencat.cat/turisme

Generalitat of Catalonia Tourism - Legislation

www20.gencat.cat/turisme/normativa

Generalitat of Catalonia Tourism - Tourism statistics

www20.gencat.cat/turisme/estadistiques

03. Spanish authorities

Barcelona-El Prat Airport

www.aeropuertobarcelona-elprat.com

01. Local authorities

Barcelona City Council Tourism

www.bcn.cat/turisme

<http://inspira.barcelona.cat>

Barcelona City Council's Strategic Tourism Plan

www.turismebcn2015.cat

Responsible Tourism - Barcelona City Council's Strategic Tourism Plan

www.turismebcn2015.cat

Turisme de Barcelona

www.barcelonaturisme.com

Barcelona Convention Bureau - Turisme de Barcelona

<http://professional.barcelonaturisme.com>

04. Education centres

**College of Tourism and Hotel
Management (Cerdanyola del Vallès)-
UAB**

www.eutdh.cat

**College of Tourism CETA-UdG
CETA-UdG**

www.cetaedu.es

College of Tourism Euroaula-UdG

www.euroaula.com

College of Tourism Mediterrani-UdG

www.mediterrani.com

**College of Tourism Sant Ignasi-
ESADE-URL**

www.tsi.url.edu

**College of Tourism
Sant Pol de Mar-UdG**

www.santpol.edu.es

College of Maresme-UPF

www.tecnocampus.cat

**College of Hotel management and
Tourism-CETT-UB**

www.cettes

**College of Higher and University
Studies Formatic Barcelona-UdG**

www.formatic-barna.com

**School of Business & Social
Science-ESERP-UVic**

<http://es.eserp.com>

**Faculty of Law and Economics
(Lleida)-UdL**

www.fde.udl.cat

Faculty of Tourism (Girona)-UdG

www.udg.edu/ft

**Faculty of Tourism and Geography
(Vila-seca)-URV**

www.ftg.urv.cat

**Catalan National Institute of Physical
Education-UB**

www.inefc.cat

Open University of Barcelona-UOC

www.uoc.edu

05. Business organisations

**Official Chamber of Commerce,
Industry and Navigation of Barcelona**

www.cambrabcn.org

Barcelona Commerce Foundation

www.eixosbcn.org

Guild of Hotels of Barcelona

www.barcelonahotels.org

Association of Tourist Apartments

www.apartur.com

**Acatur - The Catalan Association of
Tourist Boarding Houses**

www.acatur.cat

Acav-Ucave

www.acave.travel

